

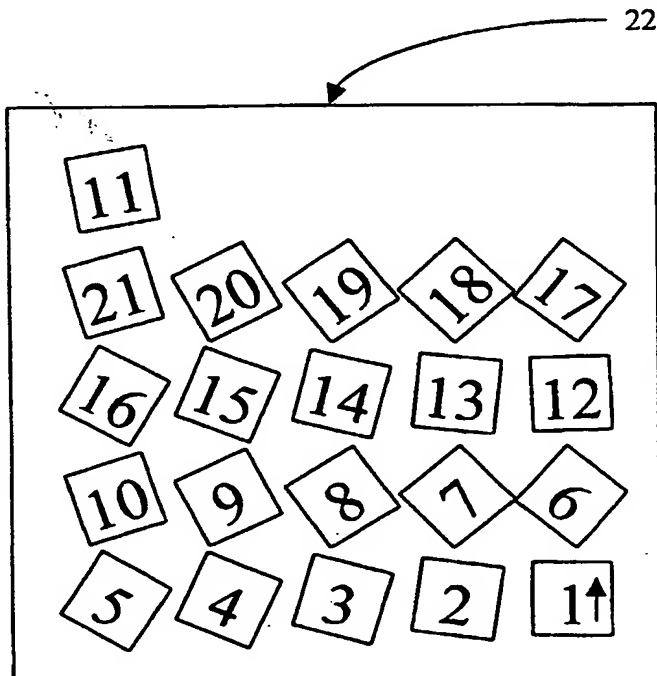
(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
12 April 2001 (12.04.2001)

PCT

(10) International Publication Number
WO 01/26049 A1

- (51) International Patent Classification⁷: **G06K 19/06**
- (21) International Application Number: **PCT/GB00/03752**
- (22) International Filing Date:
29 September 2000 (29.09.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
9923199.5 1 October 1999 (01.10.1999) GB
- (71) Applicant (for all designated States except US): **SENTEC LTD.** [GB/GB]; Terrington House, 13-15 Hills Road, Cambridge CB2 1GE (GB).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **DAMES, Andrew, Nicholas** [GB/GB]; 74 De Freville Avenue, Cambridge CB4 1HU (GB). **ENGLAND, James, Mark, Carson** [GB/GB]; 44a Butt Lane, Milton, Cambridge CB4 6DG (GB).
- (74) Agent: **VENNER, SHIPLEY & CO.**; 20 Little Britain, London EC1A 7DH (GB).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:
— With international search report.
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **MAGNETIC TAGS**

(57) Abstract: A magnetic data tag comprises a plurality of magnetic elements in which data is stored by reference to a combination of characteristics selected from a large number of possible characteristics. One characteristic such as orientation or location is used to distinguish elements from one another and another characteristic such as coercivity or amplitude response is used to store multiple bits of data per element. Further characteristics are used to store additional data.

WO 01/26049 A1